

Giordano India Launches Reusable Protective Face Masks – Plans in Place to Supply Global Markets

November, 2020, India

Giordano has launched a new line of reusable protective oronasal face masks designed for everyday use.

Initially developed by Giordano's franchise partner in India, the masks have proven popular, having become the number-1-selling face cover on Amazon India on a number of occasions since its launch.

While the washable and reusable masks are not medically-graded nor Personal Protective Equipment (PPE), they are constructed using a multi-layer bacterial filtration system, and the Giordano India team paid close attention to the intended use, ensuring the masks' ergonomic design, breathability, wear comfort, as well as bacterial and particulate filtration efficiencies.

In light of their popularity with customers, Giordano plans to offer the masks through its global network, with initial delivery set for December 2020.

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About Giordano:

Giordano is a leading international retailer of men's, women's and children's apparel under the brand names *Giordano*, *Giordano Ladies*, *Giordano Junior*, *BSX* and *Beau Monde*. Established in 1981, Giordano now operates over 2,100 stores and counters in Greater China, South Korea, Southeast Asia, Australia, India and the Middle East. Giordano is listed on the main board of Hong Kong Stock Exchange under stock code 709.